

ROUs: 1110 / 1210 / 1310 / 1710

DISTRIBUTE TO RJR MANAGERS W/CHAIN RESPONSIBILITY  
FOR CHAINS ON ATTACHED EXCEL SPREADSHEET.

NOTE: CUSTOMER LIST IS 42 PAGES. IF CUSTOMER LIST IS  
REQUIRED, PLEASE FORWARD E-MAIL / FAX REQUEST TO J.  
CAMPBELL AND CUSTOMER LIST FILE WILL BE E-MAILED.

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# RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
 PROMOTIONAL COORDINATOR  
 8899 MAIN STREET  
 WILLIAMSVILLE, NY 14221  
 (716) 634-4179  
 FAX (716) 634-3145

JULY, 98

## DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

TO:	RJR ACCOUNT #: #375878	CC:	S. SCHAWLM
	MR. P. Cox McLANE NE	CC:	R. DONAHUE
FAX #:	(315) 638-7394		

\*\*SAM's CLUBS: PRODUCT / DISPLAYS WILL BE ORDERED BY RJR FT. WORTH OFFICE (69XX)

PARTNERS PROMOTION REPORTING: D O R \_ S E P T \_ J A C K P O T (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUS (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	50	1 (ONE CTN)	1500
25469	6M		DORAL MEN LT 100	50	1 (ONE CTN)	
25468	6M		DORAL 100	50	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	50	1 (ONE CTN)	

PRODUCT PO # ER 3808-01

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$67,232.35	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
1480	NO. OF DISPLAYS ON CUSTOMER LIST
\$2,800.00	PACKING PAYMENT (\$14.00 X 200 (6M) PROMOTED CASES)

DISPLAYS / PREMIUMS PO # ER 3807-01

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
20	NUMBER OF EXTRA DISPLAYS

### PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

### DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

### PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

JACKPOT.DOC

51846 2350

**RJ REYNOLDS**  
TOBACCO COMPANY

**STATE STAMPING**

McLANE-NORTHEAST  
#375878

**DORAL JACKPOT**

DORAL (6M)	NUMBER OF CARTONS TO STAMP BY STATE(**) PRE-SLEEVED B1G1F PRODUCT											
	CT	DE	MA	MD	NH	NJ	NY	OH	OH Cuyahoga	PA	RI	VT
LT 100	33	1	4	2	19	240	641	14	11	450	9	0
MEN LT100	33	1	4	2	19	240	641	14	11	45	9	0
100	33	1	4	2	19	240	641	14	11	45	9	0
ULT LT100	33	1	4	2	19	240	641	14	11	45	9	0

7/16/98  
STAMPING.DOC

51846 2359

## McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 / 6710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

## McLANE NE: SEPTEMBER DORAL JACKPOT PROMOTION #801271

RETAIL DISTRIBUTION DATE: 8/31/98

## NUMBER OF DISPLAYS PER GROUP PER STATE

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	CIGARETTE DISPLAYS BY STATE											
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT
A-PLUS/ SUNOCO	325	See List	338	1	1	25	1		2	21	114	2		168	3
BP OIL	40	See List	41												41
BRADFORD OIL	2	1	2						2						
CHESTNUT MOBIL	7	2	14	4							10				
COASTAL MART	36	See List	45							18					27
COOKS CONVENIENT	6	See List	10								10				
COUNTRY FAIR	67	See List	84								13	7			64
CONV EXPRESS	5	See List	9								9				
EXPRESS MART	44	1	44								44				
HESS MART	74	See List	148							10	124				14
HESS STATION	201	See List	202	1		6				54	102			38	1
J MART	7	1	7								7				
KRAUSZERS	3	1	3	3											
MANLEYS	11	See List	30								30				
MOBIL / ON THE RUN	102	See List	104	23		25			13		38				5
QUICK CHEK	99	1	99							99					
QUICKWAY	29	See List	29								29				
7/11 - HANDEE MART	50	See List	56				1					5	11	39	
STARENTERPRISE	41	See List	68							34					54
SUGARCREEK	73	1	73								73				
SUNRISE FOODS	15	See List	20								20				
INDEPENDENTS & SMALL CHAINS	26	See List	34	1		4		2	4	18				5	
TOTALS	1263		1480	33	1	60	2	0	19	240	641	14	11	450	9
															0

NOTE: PRODUCT / DISPLAYS FOR SAM'S CLUBS WILL BE ORDERED BY RJR FT WORTH OFFICE (#69XX)